

Amendments to and Listing of the Claims:

This listing of claims replaces all prior versions, and listings, of claims in this application.

Listing of Claims:

1-12. (Canceled)

13. (Previously Presented) A method of constructing a web page that allows for syndication of digital assets, the method comprising:

- (a) constructing a web page; and
- (b) inserting into the web page script associated with at least one digital asset that is desired to be part of a fully rendered web page, wherein the script, when executed by a browser, requests the content of the digital asset from a remote site, the request including a uniform resource identifier (URI) of the web page and a unique identifier of the selected content.

14. (Original) A method of claim 13 wherein the script is JavaScript.

15. (Original) A method of claim 13 wherein the selected content is an executable file.

16. (Original) A method of claim 13 wherein the script includes a subscriber identifier and a content identifier, which, together, create the unique identifier of the selected content.

17. (Currently Amended) An article of manufacture for constructing a web page that allows for syndication of digital assets, the article of manufacture comprising a computer-readable medium holding encoded with computer-executable instructions for performing a method comprising:

- (a) constructing a web page; and
- (b) inserting into the web page script associated with at least one digital asset that is desired to be part of a fully rendered web page, wherein the script, when executed by a browser, requests the content of the digital asset from a remote site, the request including a uniform resource identifier (URI) of the web page and a unique identifier of the selected content.

18. (Original) The article of manufacture of claim 17 wherein the script is JavaScript.

19. (Original) The article of manufacture of claim 17 wherein the selected content is an executable file.

20. (Original) The article of manufacture of claim 17 wherein the script includes a subscriber identifier and a content identifier, which, together, create the unique identifier of the selected content.

21. (Previously Presented) A computer-implemented apparatus for constructing a web page that allows for syndication of digital assets, the apparatus comprising:

(a) means for constructing a web page; and

(b) means for inserting script into the web page constructed by the means for constructing a web page, the script being associated with at least one digital asset that is desired to be part of a fully rendered web page, wherein the script, when executed by a browser, requests the content of the digital asset from a remote site, the request including a uniform resource identifier (URI) of the web page and a unique identifier of the selected content.

22. (Original) The apparatus of claim 21 wherein the script is JavaScript.

23. (Original) The apparatus of claim 21 wherein the selected content is an executable file.

24. (Original) The apparatus of claim 21 wherein the script includes a subscriber identifier and a content identifier, which, together, create the unique identifier of the selected content.